



RATE CARD

www.ipm.co.za

EXPERTISE. PASSION. EXCELLENCE.



ABOUT IPM

IPM is a professional and independent membership body representing the Human Resource and People Management community.

IPM is dedicated to providing knowledge and tools for strategic and operational people management and development that contribute to the growth, profitability and sustainability of businesses. Since its inception in 1945, IPM has enhanced people management skills and the competence of HR professionals. It also continues to play a key role in professionalising and credentialing HR in South Africa and on the African continent.

IPM is officially recognised by the South African Qualifications Authority (SAQA) and a founding member of the African Human Resource Confederation (AHRC) – the African Union of Human Resources. Through its AHRC membership, IPM is affiliated with the World Federation of People Management Associations (WFPMA).

IPM is also a sister organisation to HR professional bodies across the globe, such as the Society for Human Resources Management (SHRM) in the USA, the Chartered Institute of People Development (CIPD) in the UK, the Australian Human Resources Institute (AHRI) in Australia and other continental HR structures.

VISION

Our vision is to position IPM as a global portal for thought leadership in HR and People Management.

MISSION

To be South Africa's most empowering body representing HR and People Management professionals.

STRATEGIC DIRECTION

Providing members with easy access to the latest information, expertise, knowledge, training and development, systems, processes and networks in People Management to enhance the capabilities of the HR Professional in the work environment regionally, nationally and internationally.

IPM KEY STATS

Partner with IPM to connect with an active base of members committed to achieving industry growth and excellence. IPM members are active, engaged and eager to participate in knowledge-sharing, innovation, mentoring, advice and learning that enrich their professional lives.

60%

of members
are female

19,870



email
subscribers

40%

of members
are in middle
management

19,767



website page views
per month

28%

of members are
on the executive level

29,584



social media
following

| Marketing campaign | Position | Specs | Cost |
|---|--|-----------------------|---------------------------------------|
| IPM Home page banners | Leaderboard 1 Leaderboard 2 | 1600x150px | Member: R3 500 None member: R3 800 |
| | Right-hand sidebar | 250x598px | Member: R2 500 None member: R2 800 |
| | Left-hand Rectangular 1 Left-hand Rectangular 2 | 250x299px | Member: R1 800 None member: R2 000 |
| Dedicated mailer | Banner in the weekly mailshot | 720x90px | Member: R1 000 None member: R1 500 |
| People Dynamics (PD) (Digital publication adverts) | Inside Front Cover (IFC) | 297x210mm | Member: R3 200 None member: R3 500 |
| | Inside Back Cover (IBC) | 297x210mm | Member: R3 200 None member: R3 500 |
| | Outside Back Cover (OBC) | 297x210mm | Member: R3 200 None member: R3 500 |
| | Full Page (F/p) | 297x210mm | Member: R2 800 None member: R3 000 |
| | Half page horizontal Half page vertical | 130x178mm 273x82mm | Member: R2 200 None member: R2 500 |
| | Advertorial (Published in PD and blog) *please note it will be marked as - 'Sponsored copy' | 297x210mm | Member: R2 800 None member: R3 000 |

| Event type | Details | Summary | Cost |
|---------------------------|-----------------|---|----------|
| Webinar | Duration 1-2 hr | Platform features: | R25 000 |
| Virtual workshop | ½ day | <ul style="list-style-type: none"> • Attendees are based on sponsor request | R35 000 |
| Virtual Conference | 1 day | <ul style="list-style-type: none"> • Multiple speakers • Event email campaign | R60 000 |
| | 2 days | <ul style="list-style-type: none"> • Live Q&A and Chat Engagement | |
| | 3 days | <ul style="list-style-type: none"> • Audience polls • Session recordings • Custom landing pages | R85 000 |
| | | <ul style="list-style-type: none"> • Lead generation <p>Event deliverables:</p> <ul style="list-style-type: none"> • Registration Management • Program and speaker management • Exhibition management • Design and branding | R140 000 |
| HRD Round Table | 2 hours | <p>A two hour closed facilitated session for selected guests</p> <ul style="list-style-type: none"> • Sponsor specific topic • Sponsor specific guest list • 6 page Roundtable coverage in PD with sponsor branding • Lead generation | R20 000 |

PEOPLE DYNAMICS



BANNERS PLACEMENT





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GET IN TOUCH



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PD: People Dynamics

